

## 1998 MARLBORO MILES FOR ADMISSION

### Event Re-Cap

#### Event

Marlboro Miles For Admission

#### Date

Sunday, October 18th

#### Market

St. Louis

#### Venue

Mississippi Nights

#### Talent

Los Lobos

#### Pre-Promotion

Flyers, redemption forms and take-ones were made available in club for 2-3 weeks prior to the event. The General Market Managers (GMMs) had a schedule that guided them to the hottest nights at these clubs based on the bands that were scheduled. We insured that all communication pieces were prominently displayed.

Per client request, the name of the band was leaked to consumer/ bar staff via word of mouth and communication materials were dropped off Thursday, October 15<sup>th</sup> and Friday, October 16<sup>th</sup> to roughly twenty bars.

The Marlboro Bar Program "Illusionist" visited a minimum of five (5) clubs on both Thursday, October 15<sup>th</sup> and Friday, October 16<sup>th</sup>. The Illusionist was accompanied by our General Market Manager who distributed flyers and redemption forms to both the consumers and the venues.

Teaser ad (two back to back half page ads) ran in *The Riverfront Times* for two weeks prior to the event.

#### Night-Of Event

Doors opened at 6pm. Catering from the Marlboro Cookbook was offered to the right of the stage. Cookbooks & Catalogues were displayed at head table. The DJ was given "talking points" to remind consumers about the buffet and also to announce The Soul Asylum show the following week. The band went on stage at 8:00pm.

#### EMI/PM Staff in Attendance

Philip Morris: Sarosh Nayar, Yvette Robinson, Jose Fontenez, Vicki Berner  
Entertainment Marketing, Inc.: Chris Ferraro, Phil Nobel, Kara Kane, Erin Delaney and Jamey Ferguson. GMM: Suzie Kaznica and ten (10) merchandisers.

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**Overall comments**

A reporter from The Riverfront Times (local alternative weekly) was present. He wrote a review and was directed to PM Media Relations by EMI.

We had requested written permission from the band's agent to use their name in any phone inquiries that the venue may receive.

**Suggestions/Comments**

In talking to the redeemers and looking over surveys it was apparent that those who did attend either found out from being at the bar or from hearing about it through a friend.

"Leaking" the name of the band and other information to consumers helped to increase the knowledge and interest in the event.

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